

## **Historic, Archive Document**

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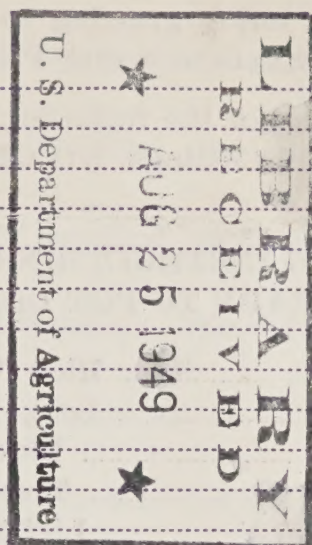
# AFRICAN VIOLET PRICE LIST (Revised)

This list cancels all previous quotations, terms, etc.

We are cutting down expenses and passing on the savings to you. No elaborate Catalog, drawings, colors, etc. Just a brief description and **PRICES**, that is what counts anyhow the **PRICE & SERVICE** rendered. We have made this list as simple and concise as possible. Violets are grouped according to colors.

## "BLUES"

BLUE BUTTERFLY—Light blue .....	\$1.50
BLUE VELVET—Deep velvet-blue .....	1.50
BLUE BIRD—Medium blue .....	1.00
BLUE BOY—Purple-blue .....	1.00
AMAZON BLUE—Large blue .....	1.25
BLUE EYES—Pale sky-blue .....	1.50
BLUE GIRL—Pat'd. scalloped .....	1.00
BLUE GIRL SUPREME—Large blue .....	1.50
BLUE LEATHERNECK—New strain .....	1.50
DU PONT BLUE—Massive blooms .....	1.25
IONANTHA—Light blue .....	1.00
KEWENSIS—Original species .....	1.25
MARINE—Medium blue, large .....	1.50
MIDNIGHT—Large lavy-blue .....	1.50
MRS. BOLES—Quilted, light-blue .....	1.50
MYRTLE—Periwinkle-blue .....	1.25
NEPTUNE—Large deep-blue .....	1.00
NORSEMAN—round petal blue .....	1.00
OLD LACE—Dainty Med-blue .....	2.00
PATRICIA—New lav-blue .....	2.50
RUFFLES—Med. blue-lav. ....	1.50
SAILOR BOY—OLD FAVORITE .....	1.00
SAPPHIRE—Light violet-blue .....	1.25
SKY BLUE—(Tinted Lady) .....	1.50
THIRTY TWO "32"—Med. blue .....	1.50
TOPAZ—Med. blue-violet .....	1.50
VIKING—(Royal Sunset) .....	1.00
VON DIETRICH—Quilted leaf, blue .....	2.00
MILDRED'S CHOICE—Azure blue .....	2.50
BLUE FANTASY—New sky-blue .....	2.00



## "WHITES"

WHITE LADY—Pat'd. pure white .....	\$1.00
WHITE SUPREME—New large bloom .....	1.50
WHITE WATER LILY—White beauty .....	1.50
WHITE AMAZON—Giant blooms .....	1.50
SNOW QUEEN—Round petal white .....	1.50

## "PINKS"

AMAZON PINK—Large flowering .....	\$1.25
BLUSHING MAIDEN—(Blush Beauty) .....	1.00
BLUSHING MAIDEN SUPREME—Large .....	1.50
DAINTY MAID—Pretty new pink .....	1.50
PINK BEAUTY—Pat'd. pink .....	1.00
PINK BEAUTY SUPREME—Large bls. ....	2.00
PINK LEATHERNECK—New strain .....	1.50

EXTRA HEAVY PLANTS—Larger, more matured plants in 3" pots of above varieties as follows:

\$1.00 & \$1.25 Varieties .....	\$1.75
\$1.50 " .....	2.25
\$2.00 & \$2.50 " .....	3.00

Please mention second choice as we may not have all varieties in stock.

## "LAVENDARS"

AMETHYST—Pretty Lav-blue .....	\$1.25
COMMODORE—Lavendar-pink .....	1.25



DU PONT LAV-PINK—Large blooms .....	1.50
LAVENDAR LADY—Pretty med-lav. ....	1.25
WEST COAST AMETHYST—(Jessie) .....	1.50

#### "PURPLES"

ADMIRAL—Deep rich violet .....	\$1.25
DICKSONS PURPLE—Deep purple .....	2.00
MENTOR BOY—(PURPLE MIST) .....	1.25
PANSY—Pansy purple, new .....	1.50
PURPLE PRINCE—vivid color .....	1.25

#### "ORCHIDS & NEAR REDS"

RED BI-COLOR—Two tone .....	\$1.50
FRIEDA—(Red Ionantha) .....	1.50
MARY WAC—Good orchid shade .....	1.25
ORCHID BEAUTY—Reddish violet .....	1.25
ORCHID GIRL—(Red Girl) .....	1.50
REDLAND—(Red Amethyst) .....	1.50
RED HEAD—Near red-round petal .....	1.50
TRILBY—Reddish-wine color .....	1.00

#### "DOUBLES"

DOUBLE ORCHID—New orchid .....	\$2.00
DUCHESS—Original Blue .....	1.50
FISCHER'S DOUBLE—Improved blue .....	2.00
SILVER WINGS—Blue, petals silver .....	2.00
DOUBLE MARGARET—Royal-purple .....	2.00
FISCHER'S CREATION—Light Lav. ....	2.50
FISCHER'S MASTERPIECE—Dark Lav. ....	2.50
FISCHER'S TU-TONE—Two-tone hue .....	2.50
FISCHER'S CRYSTAL BLUE—Pale blue .....	2.00

#### "MISCELLANEOUS"

VARIEGATA—Variegated Leaves .....	\$4.00
HYBRID SEEDLINGS—Assorted colors, scalloped foliage .....	1.50

#### AFRICAN VIOLET LEAVES FOR ROOTING

Fresh cut, labeled leaves of most varieties (no Patented varieties)

\$1.00 & \$1.25 Varieties 6 leaves .....	\$1.25
\$1.50 Varieties 6 leaves .....	1.50
\$2.00 & \$2.50 Varieties 6 leaves .....	2.00

No orders accepted for less than 6 leaves. We assume no responsibility for replacements of leaf orders.

#### "AFRICAN VIOLET GROWING AIDS"

AFRI-GRO—A specially prepared potting soil for African Violets, Gloxinias, Begonias, etc. 3 lb. \$1.00. Special price on larger quantities.

HY-GRO—Liquid fertilizer is the easy modern way to feed your house plants. Just add to water as directed and water & feed at one time. 65c jar.

OPTOX—For control of mealy bug & mites we recommend Optox. 65c bottle.

VERMICULITE—The new medium for seed starting & rooting leaves, etc. Sold under various trade names, amazing results obtained. \$1.00 Container.

SUPER-GRO—Specially prepared soil for most house plants such as Gardenias, Philodendron, etc. 3 lb. \$1.00.

ELECTRIC PLANT STARTER—Brand new unit for propagating & seed starting. Size 14x17x2¼" complete with heating unit, thermostat, glass wick waterer, vermiculite & liquid fertilizer. Starter carries a money back guarantee. Speed up your rooting. \$10.00 each.

WIK-FED POTS—Self watering, highly recommended for African Violets, etc. Beautiful new colors in new Styron. Ivory, Pink, Yellow, Green, Lavendar & Red, all with black base. \$1.15 ea., 3 for \$3.25, 6 for \$6.00



**WIK-FED POTS**—New, larger size just introduced. 5" size, large enough for your largest Violets, etc., same colors as above, all with black base. \$1.50 each. Wik-Fed Pots are shipped Postpaid.

**CARE & CULTURE OF AFRICAN VIOLETS**—By Lloyd Putnam Lindsey. Latest edition, enlarged. Concise, practical and inexpensive handbook. 50c each, Postpaid.

### **"INDOOR HOUSE PLANTS"**

#### **"PLANTS THAT ARE NEW & DIFFERENT"**

**CALADIUMS**—Very colorful painted effect, "elephant ears." 75c ea., 2 for \$1.25.

**CHINESE EVERGREENS**—(Chinese Water Plant) Thrives in soil or water. 75c ea., 2 for \$1.25.

**DIFFENBACHIA**—(Rudolph Rohrs) New, very colorful, variegated. \$1.25 each.

**DRACAENA GODSEFFIANA**—Dark green foliage mottled with white markings. 75c each, 2 for \$1.25.

**GARDEN STATE IVY**—New variegated ivy of distinction. 75c each, 2 for \$1.25.

**GRAPE IVY**—(Vitis Rhombifolia) Reminds one of a grape vine. 75c ea., 2 for \$1.25.

**GRAPE LEAF BEGONIA**—New type, miniature leaves like grape leaf. 75c each, 2 for \$1.25.

**HEART LEAF IVY**—(Hedera Helix Cordata) Heart shaped leaves. 75c each, 2 for \$1.25.

**MOSAIC PLANT**—(Fittonia) Native of Peru, beautiful marking. 75c ea., 2 for \$1.25.

**NEPHTHYTIS**—(Liberica) Green arrow shaped leaves, soil or water. 75c each, 2 for \$1.25.

**PHILODENDRON**—(Cordatum) Popular, green vine, soil or water. 75c each, 2 for \$1.25.

**PHILODENDRON**—(Sodirii) Newest species, gray & green coloring. \$1.25 each.

**PICK-A-BACK**—(Tolmia Menziesi) Very popular, each leaf sprouts another atop it. 75c each, 2 for \$1.25.

**PIN OAK IVY**—Graceful, miniature leaves resembling oak leaf. 75c ea., 2 for \$1.25.

**POTHOS**—(Marble Queen) Newest type, green & white marbelized effect, does well in soil or water. \$1.00 each.

**POTHOS**—(Aurea) Original variety, green & gold markings. 75c each, 2 for \$1.25.

**PRAYER PLANT**—(Maranta Kerchveana) This plant folds its leaves at night as if in prayer, spotted foliage. \$1.00 each.

**SCENTED GERANIUMS**—Old favorites of the following types: Rose, Rober's Lemon Rose, Nutmeg, Filbert, Ginger, Peppermint, Snowflake, Gooseberry, Orange & Apple. Foliage gives off scent. 75c each.

**STAR BEGONIA**—(Dwarf) Leaves resemble a star or maple leaf. \$1.00 each.

**STRAWBERRY BEGONIAS**—(Saxafraga) Leaves striped with silver-white, blooms white, an old favorite. 50c each.

**VARIEGATED CRASSULA**—New version of the Chinese Jade Plant in color, marked with green & white. 75c each, 2 for \$1.25.

**VARIEGATED NEPHTHYTIS**—(Reutenschroer's) New, graceful leaves, green & white coloring. 75c each, 2 for \$1.25.

**VARIEGATED PEPEROMIA**—Sturdy & colorful, green & yellow leaves. 50c each.

**WATERMELON BEGONIA**—(Peromia Sandersi) Very attractive, leaves striped like a watermelon. 50c each.

**WANDERING JEW**—(Inch Plant) Both colors, white & green, green & purple, very satisfactory house vine. 50c each.



# 14 DELIGHTFUL, EASY TO FOLLOW BOOKS, SHOWING THE WAY TO NEW ENJOYMENT OF PLANTS, FLOWERS & GARDEN.

(Prices include postage)

THE AFRICAN VIOLET by Helen Van Pelt Wilson .....	\$2.75
TUBEROUS BEGONIAS by Worth Brown .....	2.75
ROSES FOR EVERY GARDEN by Dr. R. C. Allen .....	3.50
GREENHOUSE GARDENING FOR EVERYONE by E. Cabot .....	4.00
GERANIUMS by Helen Van Pelt Wilson .....	3.50
PERENNIALS PREFERRED by Helen Van Pelt Wilson .....	3.00
AROUND THE GARDEN by Dorothy H. Jenkins .....	2.50
MAGIC IN HERBS by Dorothy H. Jenkins .....	2.50
FLOWER ARRANGEMENT FOR EVERYONE by Dorothy Biddle and Dorothea Blom .....	2.75
ENJOY YOUR HOUSE PLANTS by Dorothy H. Jenkins and Helen Van Pelt Wilson .....	3.00
BULBS FOR BEAUTY by Charles H. Mueller .....	3.50
GARDENING WITH SHRUBS by Mary D. Lamson .....	3.50
ANNUAL FLOWERS by Dorothy H. Jenkins .....	2.75
COOK IT OUTDOORS by James Beard .....	2.50

READ WHAT OUR CUSTOMERS HAVE TO SAY. "A SATISFIED  
CUSTOMER IS OUR GREATEST ASSET."

## "OUR CUSTOMERS OUR BEST REFERENCES"

Feb. 24, 1948—It is a joy to see "a perfect thing" and a job done as efficiently as you have accomplished in the shipment of the African Violets. Needless to assure that the three plants and Afri-Gro came safely and are beautiful. Thank you. Mrs. M., Lewisburg, Tenn.

Mar. 30, 1948—To be truthfully honest, I was amazed, I've never seen anything so delicately wrapped with such care and caution, it was perfectly beautiful. Thank you very much for the great care given my plant. I take great pride in all my plants. Miss R., St. Louis, Mo.

April 15, 1948—Purple Prince and Mentor Boy arrived in good condition yesterday. The soil was still moist. Mrs. B., Bakersfield, Cal.

May 16, 1948—Of course, they arrived in perfect condition, I have never received a plant order so beautifully packed. It was a pleasure to open it. When I took out the plant it was as fresh as if I had carried it from the next room. Certainly it would be my own fault if I didn't get excellent results with it. Mrs. A., Issaquah, Washington.

June 15, 1948—You sent me a package of Afri-Gro with which I have transplanted Violets and Philodendron. Plants are growing beautifully and it's a pleasure to tell you how well satisfied I am. Miss S., Cleveland Hgts., Ohio.

July 30, 1948—The Violets arrived in fine shape, your packing is perfect. Mrs. C. A. C., Cordova, Alaska.

Aug. 11, 1948—I was so well pleased with my other shipment of African Violets, and perfect condition in which they reached me, I would like to order the following varieties, check enclosed. Mrs. S., Darlington, S. C.

Sept. 13, 1948—The African Violets came today and they are beautiful plants. Will you please send the following. Miss H., Fort Myers, Fla.

Oct. 13, 1948—I received my order of four of your Violets in wonderful shape and wish to express my thanks, they were in wonderful condition when they arrived. Thank you for your prompt and good service. Mrs. G. T. H., Webster, N. Y.

Nov. 12, 1948—Order of African Violets received this P. M. and every plant was in perfect condition not one leaf broken. I cannot tell you how much I am thrilled with them, just what I have been hoping for. Many thanks for prompt delivery. Mrs. A. D., Shenandoah, Pa.

Dec. 3, 1948—I received the Pick-A-Back plant and am very much pleased with it. It was packed very satisfactorily and came to me in perfect condition. F. B. T., Washington, D. C.



Jan. 12, 1949—I wanted to let you know my last shipment of plants and leaves arrived in perfect condition, though the temperature was at 16 degrees F. when they came. Thank you very much. R. W. U., Oklahoma City, Okla.

Feb. 19, 1949—One cannot describe this perfect way of packing such delicate plants, in one word. I think they would stand most any freeze and come through in perfect condition. They were still moist and having them in pots makes it much easier for us to re-pot them in larger pots. Mrs. L. G. A., Clearbrook, Va.

Mar. 2, 1949—Received the African Violets on March 19th. In fine condition. I am very pleased with the beautiful, healthy plants. Sincerely yours, Mrs. R. K., Danbury, Conn.

April 22, 1949—My order of Violets arrived on April 15th, and I must congratulate you upon the ingenious method of packing. After the long trip across the continent, they were as fresh and perky as when they were packed. Thank you for your promptness. Very truly, Mrs. E. M., Oakland, Calif.

May 6, 1949—I want to congratulate you on the method used in shipping your plants. My order of African Violets arrived in perfect condition, the plants were as nice as any I could have purchased from a shop in my own town. I am enclosing a check for \$3.00 for the Afri-Gro to transplant them in larger pots, I have transplanted some and they are in fine shape, the soil seems to be better than any I have used heretofore. Yours respectfully, Mrs. B. B. L., Dallas, Pa.

June 6, 1949—My plants arrived Saturday in excellent condition in spite of the customs. They were so attractive in their Gift wrappings. Thank you for your prompt attention. Sincerely, F. P., Toronto 12, Ont., Canada.

July 18, 1949—I am in receipt of the six Violet Plants. These are the most beautiful lot of plants I have ever seen. I have bought quite a large number of plants via mail, but have never seen such perfect packing of plants known to be so fragile, your method is faultless indeed! Yours very truly, Mrs. B. G., Harrisonburg, Va.

#### POSTAGE & PACKING INFORMATION

All orders amounting to \$5.00 or over are sent Postage Paid. Orders under \$5.00 add .50c to cover cost of Packing & Postage.

SPECIAL DELIVERY—If you prefer this service add .35c to total order.

Dear Flower Lover:

As we mentioned before we have discarded the idea of printing an elaborate Catalog, having art work, cuts, engraving, etc. done is very expensive and we feel not necessary. The main thing you, the customer is interested in is knowing the varieties and prices and service rendered. We have reduced substantially all our prices without sparing quality, packing or service, this is accomplished by cutting down our overhead wherever possible, hence no fancy catalog, that is a burden which must be added to the cost of plants.

We pledge ourselves to continue the same high class service, merchandise and packing which our many satisfied customers have attested to by their kind, unsolicited letters. We shall use every means available to keep overhead down and quality up.

Yours for finer African Violets,  
Alex. H. Frentzen.

VIRGINIA LEE GARDENS  
GREENSBORO, MARYLAND

Sustaining member African Violet Society of America, Inc.



# INTRODUCING OUR NEW FEATURE

## "ROOTED CUTTINGS - AFRICAN VIOLETS"


The NEW, EASY, ECONOMICAL way to buy African Violets. These are well rooted Cuttings or Starts, all with healthy root systems and small crown or plants already established. It has taken us many months to develop these young plants.

There are many advantages to buying your Violets in this manner, you save many months trying to root your own leaves, you can obtain a large collection at the lowest possible cost, enjoy growing to maturity your own plants, buy and grow into large plants for resale at a nice PROFIT to you.

Your choice of any of the following 60 varieties, 10 for \$5.00, Insured, Postpaid. Minimum order 10 Cuttings, NO ORDERS ACCEPTED FOR LESS THAN 10 CUTTINGS.

FREE GROWING INSTRUCTIONS with each order. THEY WILL ARRIVE NICE AND FRESH, READY TO POT (use 3" or 2 1/4" pot), water and watch them GROW.

ADMIRAL .....	Rich Violet	MIDNIGHT .....	Lav-Blue
AMAZON PINK .....	Large Pink	MRS. BOLES .....	Light Blue
AMETHYST .....	Blue-Lav.	MYRTLE .....	Periwinkle
BI-COLOR .....	Two-Tone	NEPTUNE .....	Deep Blue
BLUE BUTTERFLY .....	Light Blue	NORSEMAN .....	Vig. Blue
BLUE VELVET .....	Velvet Blue	ORCHID BEAUTY .....	Orchid shade
BLUE BIRD .....	Med. Blue	ORCHID GIRL .....	Girl Foliage
BLUE BOY .....	Purple-Blue	PATRICIA .....	New Lav-Blue
BLUE BOY SUPREME .....	Large Blue	PANSY .....	Rosy-Purple
BLUE EYES .....	Sky-Blue	PINK BEAUTY .....	Rich Pink
BLUE GIRL .....	Scalloped	PINK BEAUTY SUP. ....	Large Pink
BLUE GIRL SUP. ....	Large Scalloped	PINK LEATHERNECK .....	New Pink
BLUE LEATHERNECK .....	New Blue	PURPLE PRINCE .....	Deep Purple
BLUSH MAIDEN .....	Blush-Pink	REDLAND .....	Red-Maroon
BLUSH MAIDEN SUP. ....	Large Pink	RED HEAD .....	Plum-Red
COMMODORE .....	Light Lav.	RUFFLES .....	Quilted Lav.
DAINTY MAID .....	New Pink	SAILOR BOY .....	Med-Blue
DICKSON'S PURPLE .....	Deep Purple	SAPPHIRE .....	Light Blue
DUCHESS .....	Double Blue	SILVER WINGS .....	Double Blue
DUPONT BLUE .....	Large bloom	SKY BLUE .....	Pale Blue
DUPONT LAV-PINK .....	Lav-Pink	SNOW QUEEN .....	New White
FISCHER'S DOUBLE .....	Double Blue	THIRTY-TWO .....	Blue-Violet
FRIEDA .....	Violet-Red	TOPAZ .....	Med. Bl-Violet
HYBRID SEEDLINGS .....	Mixed colors	TRILBY .....	Wine shade
IONANTHA .....	Light Blue	VIKING .....	Dark Blue
KEWENSIS .....	Rare, L-Blue	VON DIETRICH .....	Med. Blue
LAVENDAR LADY .....	Orchid shade	JESSIE .....	Lav. Hue
MARY WAC .....	Wine color	WHITE WATER-LILY .....	New White
MARINE .....	Light Blue	WHITE LADY .....	Pure White
MENTOR BOY .....	Deep Purple	DOUBLE MARGARET ....	New Dble. Bl.

 NOTE—When ordering please mention second choice when possible to enable us to fill your order promptly.



# INTRODUCING OUR NEW FEATURE

## "ROOTED CUTTINGS - AFRICAN VIOLETS"


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AMETHYST .....	Blue-Lav.	MYRTLE .....	Periwinkle
BI-COLOR .....	Two-Tone	NEPTUNE .....	Deep Blue
BLUE BUTTERFLY .....	Light Blue	NORSEMAN .....	Vig. Blue
BLUE VELVET .....	Velvet Blue	ORCHID BEAUTY .....	Orchid shade
BLUE BIRD .....	Med. Blue	ORCHID GIRL .....	Girl Foliage
BLUE BOY .....	Purple-Blue	PATRICIA .....	New Lav-Blue
BLUE BOY SUPREME .....	Large Blue	PANSY .....	Rosy-Purple
BLUE EYES .....	Sky-Blue	PINK BEAUTY .....	Rich Pink
BLUE GIRL .....	Scalloped	PINK BEAUTY SUP. ....	Large Pink
BLUE GIRL SUP. ....	Large Scalloped	PINK LEATHERNECK .....	New Pink
BLUE LEATHERNECK .....	New Blue	PURPLE PRINCE .....	Deep Purple
BLUSH MAIDEN .....	Blush-Pink	REDLAND .....	Red-Maroon
BLUSH MAIDEN SUP. ....	Large Pink	RED HEAD .....	Plum-Red
COMMODORE .....	Light Lav.	RUFFLES .....	Quilted Lav.
DAINTY MAID .....	New Pink	SAILOR BOY .....	Med-Blue
DICKSON'S PURPLE .....	Deep Purple	SAPPHIRE .....	Light Blue
DUCHESS .....	Double Blue	SILVER WINGS .....	Double Blue
DUPONT BLUE .....	Large bloom	SKY BLUE .....	Pale Blue
DUPONT LAV-PINK .....	Lav-Pink	SNOW QUEEN .....	New White
FISCHER'S DOUBLE .....	Double Blue	THIRTY-TWO .....	Blue-Violet
FRIEDA .....	Violet-Red	TOPAZ .....	Med. Bl-Violet
HYBRID SEEDLINGS .....	Mixed colors	TRILBY .....	Wine shade
IONANTHA .....	Light Blue	VIKING .....	Dark Blue
KEWENSIS .....	Rare, L-Blue	VON DIETRICH .....	Med. Blue
LAVENDAR LADY .....	Orchid shade	JESSIE .....	Lav. Hue
MARY WAC .....	Wine color	WHITE WATER-LILY .....	New White
MARINE .....	Light Blue	WHITE LADY .....	Pure White
MENTOR BOY .....	Deep Purple	DOUBLE MARGARET ....	New Dble. Bl.

 NOTE—When ordering please mention second choice when possible to enable us to fill your order promptly.

**Virginia Lee Gardens**

**Greensboro, Maryland**



